



TRADITIONAL CONSULTING • INNOVATIVE RECRUITMENT

CHRIS BURNS

Consulting CFO

cburns@cfo2go.com

(510) 290-8981

EXECUTIVE SUMMARY

Consulting CFO who brings more than 20 years hands-on financial leadership, delivering increased shareholder value, in startup and larger market leaders. He brings domestic and international experience in high-growth enterprise software, ecommerce, SAAS, and consumer products. Has expertise in Financial Modeling, Planning, & Forecasting; Strategic & Tactical Business Planning; P&L, Cash Flow & Balance Sheet Forecast and Management and Ecommerce & Payments Expertise.

EXPERIENCE

PARTNER, CONSULTING CFO

CFOs2GO

2019 to Present

www.cfos2go.com

Specialty consulting CFO and recruiting firm that customizes financial management solutions by utilizing part- and full-time staff through contract employment or direct hire.

- Co-leads the Start-ups, Rapid Growth Companies and pre-IPO practice.

CONSULTANT

Armano, LLP

2019

- Negotiated agreements with client's vendors resulting in more than \$1.5M savings
- As part of wind down team, addressed client's global banking, vendor management and transition to acquiring organization

VICE PRESIDENT, FINANCE

Art.com, Inc.

2003 to 2019

Emeryville, CA

Private eCommerce category leader.

- Drove \$1M-\$2M incremental savings per year, with cumulative savings exceeding \$35M and initiated and led Company's FP&A group from early stages to 2017
- Managed audits including impacts of acquisitions and divestitures; led, managed and drove all 409a valuations of Company

VICE PRESIDENT, FINANCE & ADMINISTRATION/CFO

Neomar, Inc.

2000 to 2001

San Francisco, CA

Private Wireless Enterprise Software.

- Completed sale of Company to Good Technology, Series E private financing, road show, and drove transaction negotiation and due diligence.

VICE PRESIDENT, FINANCE/CFO

ROI Direct, Inc.

2000 to 2001

San Francisco, CA

Private eCommerce/Marketing SaaS.

- Developed, managed ecommerce sites for SMB retailers such as Peets, Dicks Sporting Goods; helped ramp SaaS subscriptions and revenue to \$7M. Company hosted ecommerce sites, provided e-marketing services, SEO services

VP, FINANCE/SR DIR, FINANCE & ACCOUNTING

Ziff-Davis Technology Events

Foster City, CA

Formerly Softbank Forums, a Softbank Company

- Supported division sale process (>\$400M) and interface with buyers' investment banking teams — played key role in evolving and delivering pitch, due diligence, and financial modeling

DIRECTOR, MARKETING, FINANCE & OPERATIONS

Sybase Corporation

San Francisco, CA

- Built finance & accounting processes and online project-accounting application, managed \$70M worldwide marketing budget while accommodating unplanned projects through effective negotiations and cost-controls

CONTROLLER, USA SALES & CORP. MARKETING

Oracle Corporation

Belmont, CA

- Managed \$500M+ division: budgeting, forecasting, cost savings/expense control, receivables, quota assignment, channels analysis, compensation analysis, and management of four regional finance managers

SENIOR FINANCIAL ANALYST

The Clorox Company

Oakland, CA



PROFESSIONAL ACTIVITIES

-Leader of Finance Committee, Honua Kai Resort & Spa.

AUTHOR AND SPEAKER

<https://www.2gocompanies.com/small-business/2021/01/paycheck-protection-program-2-0/>

<https://www.2gocompanies.com/small-business/2020/10/paycheck-protection-program-loan-forgiveness-my-24-week-covered-period-has-ended-or-almost-ended-whats-next/>

EDUCATION

- MBA, Haas Business School, UC Berkeley
- BS, Haas Business School, UC Berkeley

Concentrations: Business Administration, Finance, Strategic Planning, Marketing